

Date of Meeting: April 21, 2010

BOARD OF SUPERVISORS
TRANSPORTATION & LAND USE COMMITTEE **I.O. – B**
INFORMATION ONLY

SUBJECT: Update: CPAM 2009-0001 Route 28 Keynote Employment Policies

ELECTION DISTRICT: Broad Run, Dulles, Potomac

STAFF CONTACT: Cindy Keegan, AICP, Project Manager
Julie Pastor, AICP, Director, Department of Planning

BACKGROUND: On February 3, 2009, the Board of Supervisors initiated a Comprehensive Plan Amendment, CPAM 2009-0001 Route 28 Keynote Employment Policies, to consider retaining or changing Revised General Plan Keynote Employment land use policies for a specified area within the Route 28 corridor. On December 15, 2009, the Board of Supervisors approved a workplan for the CPAM. As called for in the workplan, staff will provide monthly status updates to the Board of Supervisors' Transportation and Land Use Committee.

STATUS:

Route 28 Stakeholders workshops were held March 19 & March 20, 2010 at Claude Moore Park Recreation Center in Sterling. These two meetings were identical in format and offered at different times to accommodate as many people as possible. Over 50 persons attended and actively participated in the workshops. A summary of workshop comments is attached (See Attachment 2).

The purpose of the workshop was to work with members of the Route 28 Stakeholders Group to review work products that were developed as a first step in the plan amendment process. The Stakeholders Group includes property owners and business owners/operators within the Route 28 Tax District, interest groups/trade association groups, regional organizations, and Homeowners Associations that have been involved or expressed interest in Board of Supervisors-directed Route 28 corridor initiatives and activities to date. This group serves as a "sounding board" to review and advise the staff team during development of issues papers and draft policy to ensure that what is being developed is achievable. Future workshops are planned for April 26, and May 24, 2010.

Several draft Discussion Papers were prepared for the workshop (See Attachment 1):

- Economic Development in the Route 28 Corridor;
- Potential Fiscal Impacts to Loudoun County;
- Potential Fiscal Impacts to the Route 28 Tax District;
- Potential Impacts to the Route 28 Transportation Network;
- Housing in the Route 28 Corridor; and,
- Energy Efficiency and Green Building in the Route 28 Corridor.

The Discussion Papers were intended to help facilitate discussions at the workshops. Each paper provides a general background on the topic area, describes three general land use concepts that explore development patterns that may be desirable in the corridor, and discusses the advantages and disadvantages associated with each concept. A listing of likely pros and cons for each concept was also included.

Conceptual Themes

At the workshops, participants were asked to discuss the three land use concepts presented in the Discussion Papers (and any other concepts) to help determine which concept will maximize the commercial potential of sites, lead to higher value and more intense uses, and generate the greatest economic benefit in the corridor. The three concepts presented provide a continuum of *increasing* land development options and include: *Existing Policies Retained in the Route 28 Corridor* (Concept 1), *Route 28 Includes a Greater Variety of Employment Uses (No Residential)* (Concept 2), and *Route 28 Corridor Policies Emphasize a Mixed Use Pattern that Balances Employment, Retail and Residential Uses* (Concept 3). These concepts were not intended to be mutually exclusive but rather build upon each other.

There were several conceptual themes that emerged from the workshop discussions:

- Retain Route 28 as an employment-based corridor, but broaden employment opportunities and respect existing businesses;
- Create a sense of place, community identity and recognize community centers offering commercial and civic services and amenities for employees;
- Limit residential to type and location that best supports employment uses;
- Take advantage of existing and planned transportation infrastructure and proximity to Washington Dulles International Airport;
- Include opportunities for multi-modal connectivity, including transit;
- Eliminate or reduce opportunities for future Destination Retail uses;
- Focus corridor development on form and design rather than use; and,
- Integrate sustainable development practices into design.

Upcoming April Workshop

Based on input from the Stakeholders at the March workshops, staff is in the process of developing alternative land use pattern maps and other background materials to facilitate discussions for the upcoming April 26th workshop.

ATTACHMENTS:

1. Discussion Papers prepared for March 19 & 20, 2010 Workshops
2. Summary of March 19 & 20, 2010 Workshop Table Discussions